

"SUPERMAN
II"

"TOO CLOSE
FOR COMFORT"

"AMERICAN JOKES"
FROM POLAND

DAVE
BERG

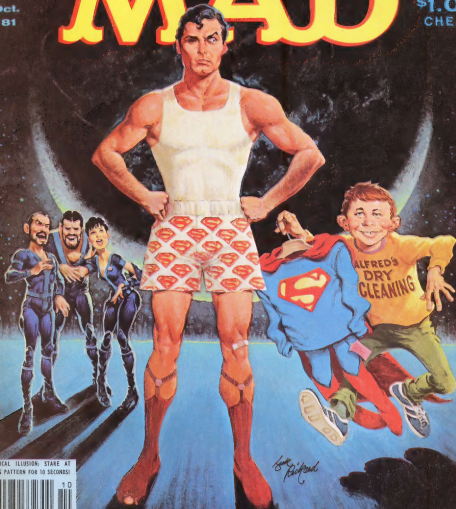
DON
MARTIN

... and the usual gang of idiots are all in this issue of ...

No.
226
Oct.
'81

MAD

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the usual gang of idiots

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MAD (ISSN 0224-9519) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscription in U.S.A.: 12 issues \$10.75. Outside U.S.A.: 12 issues \$15.50. Entire contents copyright © 1981 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address changes to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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TEN MILLION SOLD!

Yep, ten million MAD Readers are sold on the idea that these full-color portraits of Alfred E. Newman, MAD's "What-So-Worry?" kid...suitable for framing or wrapping fish or training puppies...aren't worth the paper that they're printed on! On the other hand, about sixty-seven suckers have mailed: \$24 for one, \$1.25 for 3, \$2.55 for 6, \$5.15 for 12 or \$10.35 for 24 to MAD, 485 Madison Avenue, N.Y., N.Y. 10022



LETTERS DEPT.



J.R. SPEAKS

Just got back from six weeks in Europe to find myself on the cover of MAD! I immediately went out and bought 100 copies of the magazine! Of all the covers I've made in the last two years, such as Time, Saturday Evening Post, etc., the two that have given me the most pleasure are your crazy publication, which I have been devoted to since the early 1950's, and appearing on the cover of the 1981 CBS Stock Holder's Report. I loved the spoof! You caught me dead to rights!

Larry Hagman

"The MAD Monk of Malibu CA"

"RAVING BULLY"

I must say, Mort Drucker and Larry Siegel did a knock-out job on "Raging Bully."

Joe DeMaria
Danvers, MA

We think "Raving Bully" was friggin' great!

Donna and Tracie
Bloomsburg, PA

After reading your satire of "Raging Bully," I now know what they mean by the term "low blow!"

Joey Calamia
Staten Island, NY

MAD FIREMEN

Thank you for taking such a good look at "our" firemen. (MAD #219) We are happy to inform you that Don Martin has been named Honorary President of our "Universidad de Carabobo Fire Department Hose Job Club."

Arne Roostma
Valencia-Venezuela, So. Am.



Venezuelan Firemen "Pouring"
Over A Recent Copy Of MAD

WHO ARE YOU GONNA BLAME . . . ?

"Who Are You Gonna Blame . . . ?" The crazy writers and artists at MAD who keep turning out this crap . . . or the jerks like me who keep buying it?

Joseph L. Muriel
La Puente, CA

ALSO: Steve Feil, Dallas TX; Scott Evers, Tucson AZ; Robert Kryzak, Cody WY; Andrew Panyko, Randolph NJ; E. McCarthy, Laconia NH; Dave Waterhouse, Niles MI; Gene Bate, Chillicothe MO; David Ruben, Staten Island NY.

MORE MAD E.S.P.???

Way back in issue #179, Al Jaffee wrote an article entitled "No-Frills Airline Gimmicks." One example from the article was "Frill-Free Advertising" — space would be let out to willing advertisers on stewardesses, carpets, seats, etc. Well, on a recent flight from Los Angeles to New York, I picked up this very interesting item. It's an airsick bag which has an advertisement for film developing on it. A MAD prophecy comes to life once more!

Darren Fishman
Melbourne, Australia



A Barf Bag That Advertises . . .



. . . And Al Jaffee's Reaction To It!

FREUDIAN LIP

It's been 22 years since I saw my first copy of MAD and I don't think I've missed an issue since. I am now a Child and Adolescent Psychiatrist and MAD is the magazine that most often disappears from my waiting room. I think what young folks like about MAD is that it pokes fun at people, young and old, in a warm and respectful way. MAD never grows old. Perhaps it represents the part of all of us that never does.

Alan J. Horowitz, M.D., Ph.D.
Hagerstown, MD

A BAD NEWS TEACHER

In every issue you pose the question: "Why kill yourself?" If you ever saw my science teacher you'd have your answer!

Marcia Green
New York, NY

THE RATINGS GAME

Your ignorance of Oakland athletes in "On A Scale Of 1-To-10" compels me to write this letter. The Super Bowl Champion Raiders football team rate a 9, but owner Al Davis rates a 3 for wanting to move the team to Los Angeles. The A's baseball team (at this writing, anyway) rate a 9, although Billy Martin rates an 8 as a manager, 6 as a star of a Lite Beer commercial and 2 as a human being.

Richard Blue
Hollywood, CA

... MAD rates a 10—as a bird cage lining!

Leslie Meicer
Somewhere, USA

... MAD rates a 2, but could jump to an 8 if you print this letter ...

Ed Tieg
Oconto, WI

... MAD rates a 1/2, but could go higher if you went out of business!

Tom Thompson
Dunkirk, NY

The writers of the above three letters all rate a 0—Ed.

FUTURE CONTRIBUTING IDIOT???

In your "Guess Who's Going To Grow Up To Be What," the guy with the string on his hands is obviously the one who's going to grow up to be a MAD Magazine writer."

Susanna Hill

Augusta, GA



THE NEXT DON MARTIN???

DEAD LETTERS FILE

Frank Jacobs forgot a really important record in his "If The Guinness Book Of World Records Dealt With Everyday Life"—Most Money Spent On Talking Letters To MAD That Were Never Put On The Letters Page Of The Magazine ... \$310.96.

K. J. Gercken
Longmont, CO

"HAR TO HAR"

I read your spoof "Har To Har" several times and I still don't know what the plot is!!

Bret Smalley
Sheridan, NY

Most people wonder what the plot is after they've seen the show several times—Ed.

I went from laughter to hysteria reading your "Har To Har."

Chris Ebel
Hewlett, NY

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- ☐ DON MARTIN Forges Ahead
- ☐ DON MARTIN Digs Deeper
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- ☐ DAVE BERG Looks at People
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- ☐ Still More AL JAFFEE'S Snappy Answers
- ☐ AL JAFFEE MAD Inventions
- ☐ Lord! Another JAFFEE'S Snappy Answers
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- ☐ Aragon's MAD about MAD
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Prisoners of the planet Krypton ... you have been found guilty of ...

Hey ... this is the same opening as in "Superduperman I!"

The Law states that we can't be tried twice for the same offense!

"The Law of Krypton," maybe! But WE are obeying an even HIGHER LAW!!

Namely, "The Law of Movie Sequels" ... which lets us get away with using ten minutes of old footage!



Son ... this old footage gives you a second chance to decide on a career!!

That's right, Cluck! You can pull down big bucks bein' super strong!

I think I'll become a struggling Reporter!

... unless, of course, you're SUPER DUMB!!



I'm dyin' again, Maw! I've left you the cows and chickens! Sell 'em if you need money! An' if things get really tough—

Yes, Paw!

Sell the kid!!



SUPERDU

Here we are
... trapped
in this 2-
dimensional
Space Prison
for eternity!

I guarantee
that we'll
be OUT of
here in about
three conids!

For good behavior?

No... for being
essential to the
PLOT of this fer-
shlugginer sequel!

By the way...
what are three
conids, stated
in Earth time?

About 3 pages!



Farewell, my Son!
Remember, if you
get really stuck
in this sequel,
I have the power
to help you!

Geo, gurgie, blugg!

TRANSLATION:
That's great, but
what if I need Dad?

Forget him!
He has an
even **GREAT-
ER** **POWER**... a
one-picture
contract!!



What a thrill to replay
my first date with Super-
duperman! He's still as
strong... still as manly
... still as powerful...

I thought you'd enjoy this
a lot more than going out
to dinner and the theater!
... and still as cheap!!



You've won the first round,
Superduperman! But don't
put that cape in mothballs!

You don't scare
me, Lox Looter!

Just wait! You're in
for even bigger, more
terrible trouble in—



PERMAN II



ARTIST: MORT DRUCKER
WRITER: FRANK JACOBS

Mr. Blight
... I'm
Cluck
Kennt ...
your new
Reporter—

Can it, Kennt! The flashbacks
are over! Lotus Lain is on top
of the Eiffel Tower with terror-
ists who've got a hydrogen bomb!
Kennt, I can only blame myself!

Because she's in danger??

No, because I gave her an
unlimited expense account
in Paris! Look at this!!
\$4.00 for a cup of coffee!

TRY
light
TOR



Lotus is plummeting to her death ...
and I've already lost vital seconds—



—by not remembering that you
fly EAST to get to France!!



HELL-LP!



You've saved me, Superduperman!
Now you've got to find that bomb,
and explode it in outer space!!

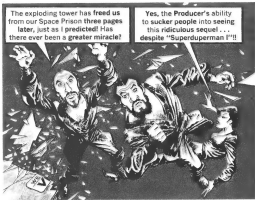


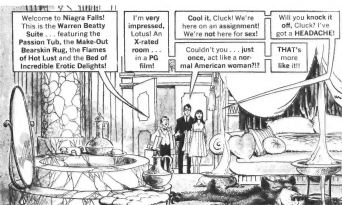
Just the BOMB, Superduperman!
JUST THE BOMB ...!!!



The exploding tower has freed us
from our Space Prison three pages
later, just as I predicted! Has
there ever been a greater miracle?

Yes, the Producer's ability
to sucker people into seeing
this ridiculous sequel ...
despite "Superduperman I"!!





See these crystals! The ancient sages of Krypton filled them with all the knowledge of the life and history of Earth...

I merely insert one in this tube, and PRESTO!

... and on the eighth day, God created Woman! And when Man grew tired of Woman, God created Monday Night Football!

Wait! I'll insert another crystal!

My Son, beware of three Krypton criminals who will show up in this sequel!

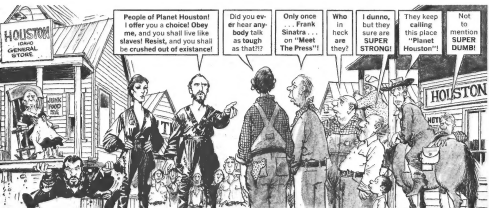
Now, that's knowledge I can use!

They are evil and ruthless, and they will attempt to take over Earth!!

I wonder if she knows about me, Lex Looter!

And keep an eye out for a small-time thug wearing an ugly plaid coat and a ridiculous toupee!

Ahh, what does a million-year-old broad like HER know!!



People of Planet Houston! I offer you a choice! Obey me, and you shall live like slaves! Resist, and you shall be crushed out of existence!

Did you ever hear anybody talk as tough as that?!!

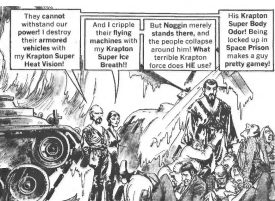
Only once... Frank Sinatra... on "Meet The Press"!!

Who in heck are they?

I dunno, but they sure are SUPER STRONG!

They keep calling this place "Planet Houston"!!

Not to mention SUPER DUMB!



They cannot withstand our power! I destroy their armored vehicles with my Krypton Super Heat Vision!

And I cripple their flying machines with my Krypton Super Ice Breath!!

But Noggin merely stands there, and the people collapse around him! What terrible Krypton force does HE use?

His Krypton Super Body Odor! Being locked up in Space Prison makes a guy pretty gamey!

We do these terrible things, yet no one actually dies or is horribly injured! Why are we so merciful?

We AREN'T! We are merely obeying the First Commandment of the Studio: "Thou Shalt Honor Thy PG Rating And Keep It Sacred"!!



Next... we shall make some changes in the landscape...

... here in South Dakota!



And now... on to Washington, D.C.!!



Which one of you is the President?

YOU!! President!! To me, you look like an over-the-hill movie actor!!

We had to make **ONE** part in this film historically accurate!

I am!



Don't threaten me, General Klodd! I've had to deal with men just as merciless... just as unyielding!

These creatures! What name do they go by...?

CONGRESSMEN!! You've no idea how miserable they can be!!!



Resist... and I shall turn the continents into oceans!

Idle boasting!

Then, I will lay waste the mountains and the valleys!!

Words! Mere words!

Then, I'll huff... and I'll puff... and I'll blow your cheap toupe off!!

Oh-oh!! **NOW**, you've got me really worried!



I can't believe it! The President is **KNEELING** before General Klodd!

Kneeling, I can believe! But kissing his ring and calling him "Godfather"...?

Who'd you expect?! The screenplay for this film was written by Mario Puzo!



How did you figure out that Cluck Kennt and I were the same person, Lotus? Was it because we have the same build and the same features . . . ?

Not really!

Was it because we have identical speaking voices?

No, not really!

Was it because back at the hotel, I slept in red and blue jammies with a big "S" on them?

Well, that DID make me a little suspicious!

Here we are at last, about to make love in my crystal hideaway! And yet, some sixth sense fills me with deep, deep concern!

That while we're here, the world is threatened by some evil force we're unaware of?

No, that I'll be faster than a speeding bullet!

Did you sleep well, Lotus?

Oooh! I ache all over!

That often happens after a night of ardent love-making!

This crystal bed didn't help much, either! Haven't you ever heard of MATTRESSES???

FRODO WATER BED COMPANY

Oh, spirit of my dead Mother! Your Son wishes to marry this beautiful Earth woman whom he deeply loves!

You call yourself a Son???

Would a Son break his Mother's heart and dishonor his planet??

Would a Son spit on his birthright?? I don't see a Son!

I see a STRANGER!!!

I don't believe it!! Superduperman has a Jewish Mother!!

Just remember! Once you leave here, you will lose your super powers! You will suffer . . . just like any other mortal! Pain, sickness, baldness, the heartbreak of psoriasis! And once you go, don't ever ask me to make you Chicken Soup again!!

My super powers are gone, and here I am . . . a typical American husband! And yet, I don't FEEL like an American husband!

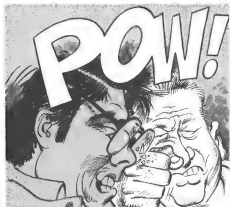
Stop daydreaming, Cluck!! Must you dawdle?? My God, I think I spend my whole life . . . waiting for you!!

That's more like it!

Hey, Cutey! How would you like a REAL man?!

Stop bothering us, or there'll be trouble!!

Oh, yeah . . . ??



You see!! I knew there'd be trouble!

Don't just lie there, Cluck!! Look up at the TV screen!

I hereby surrender all my authority to General Klodd! **SUPERDUPERMAN!! WHERE ARE YOU??**

IF IT'S A **GREEN CARD** YOU'RE WORRIED ABOUT, I CAN HELP YOU!!



Who is this Superduperman?

He flies around in a cape, and he's different from other men!

Ah, one of "THEM"!! On Krapton, we also had a "Gay Rights Movement"!!

Here I am, walking two thousand miles to the North Pole! If I make it, I may be able to regain my super powers! If I freeze to death, at least I'm not tied down to Lotus! Either way, I win!



Mother!! Help me to become super-duper again!!

On two conditions! First, admit that mixed marriages don't work . . . !
Yes!! Yes!! And what's the other?

That you stop being such a stranger!! You could at least drop a postcard once in a while . . . and come for dinner on Sundays, maybe!



Curse, I am bored ruling Earth!!

Why not obliterate a country?

I did that yesterday when I dropped Sweden on Ecuador! I need a challenge!!



Excuse me, your Villeness . . . but I am Lex Looter! I can lead you to the Son of Jaw-Wel, also known as "Superduperman"!!

At last!! Revenge!! What do you ask in return??

Only the TV rights to Superduperman's funeral, Your Rotteness!! And his suit and cape! I always wanted to wear them!

Ah . . . another one of "THEM"!!



Would you care to step outside, General Klodd?

My pleasure, Son of Jaw-Well! But first, we must agree on the conditions of the fight! No hitting below the Equator!

Agreed! No uprooting of any buildings higher than 30 stories!

Agreed! No close-ups that don't show my sneer!

Agreed! No shots of my left profile, which is my "less-cute" side!

Agreed! No snide remarks about my being an ex-can!

Agreed! No more jokes about my silly cape!

Agreed! Now, let the battle begin!



It's high time you made a good "impression," Superduperman!



Feeling no "pane," Noggin??



How do you like being a "super-hero sandwich?"



This will give you a "glow," Klodd!

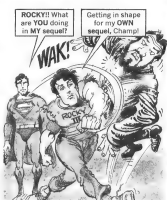


Sorry to drop in on you like this, Superduperman!



ROCKY!! What are YOU doing in MY sequel?

Getting in shape for my OWN sequel, Champ!



What happened in your fight underground? Did Klodd get the best of you?

HIM, I could handle! But those SUBWAY MUGGERS — they don't leave you ANYTHING!!





Superduperman has fled to the North Pole! We'll finish him off there!!

Boy... talk about your "no frills" airlines!!



Make up your mind, Superduperman! Either step into the Molecular Chamber... which will strip you of all your super powers... or watch Lotus Lain, here, DIE!!

I'm thinking! I'm thinking!



He tricked us by reversing everything! Now WE'VE been stripped of OUR super powers!

And now we're falling into the unknown!

AAAGHH!



Are they dead, Superduperman?

That all depends!

On their will to survive?

No... on the success of their merchandising! If their toys and t-shirts sell well, they'll be brought back from the unknown for future sequels!



Don't worry, Cluck! I'll never tell who you really are!

I know you won't, Lotus...!

Thanks to this great trick I learned from Mr. Spock... watching "Star Trek" re-runs!



Because of my "Amnesia Touch," Lotus will forget everything that happened in "Superduperman II"!

Now, if I can only do the SAME to everyone in the audience, we'll be in great shape for "Superduperman III"!!



WATCH FOR MAD'S VERSION OF "SUPERDUPERMAN III" ... THAT IS, IF WE DON'T GET SUED FOR THIS ONE!



If you put this sea shell to your ear,
you can hear the sounds of the ocean!







FAN DANGLERS DEPT.

Sports fans are junkies hooked on attending games, even when they're inconvenienced, overcharged, and subjected to an inferior team. This addiction naturally prompts greedy owners to make millions for themselves while they're making pigeons out of their patrons. Just how do they do it? Very easily. In fact, there's a supply house that exists solely to help them bilk the public. MAD recently ran across a copy of the firm's secret catalogue. And here it is:

S.T.O.P.

Stadium & Team Owners'
Paraphernalia, Inc.

1981 SUPPLY CATALOGUE

HERE TO
HELP YOU

STOP

MERELY BREAKING
EVEN FOR A CHANGE

AND LET-
TING YOU

GO

STRAIGHT FOR THE
SUCKERS' WALLETS



FOR CAGEY ENTREPRENEURS, FAST BUCK PROMOTERS & OTHER SPORTSMEN ONLY
Absolutely No Sales To Loyal Fans, Team Boosters Or Similar Idiots

ARTIST: BOB CLARKE

WRITER: TOM KOCH



SPECIALLY BLENDED "BALLPARK BRAU" lets you cash in on the light beer fad while actually saving money. Our franchised brewers dilute normal beer with 80% tap water to hold calories down while boosting profits up. Weak brew also reduces fans' rowdiness by requiring a larger intake than the human bladder can hold before resulting in drunken behavior.

97723—BLAH, BARRY BALLPARK BEER \$3.19 per case



BRING BACK THE 25¢ HOT DOG by selling miniature weiners that are really Vienna sausages served on tiny buns. Luckily for you, the government doesn't specify any minimum size for hot dogs. So why not take advantage of that loophole in the law to pick up extra money from your gullible fans?

56801—TEENY, TINY WEENIES ... \$1.89 per can of 24



PRE-PRINTED BED SHEET SIGNS let you profit from fans' desire to gain network TV publicity without thinking up their own clever messages. We bought these sheets cheap from the contagious ward of a well known hospital, and had them printed by kindergarten tykes to save you real money.

29228—"SHEET ON TV" BRAND PRINTED SHEETS \$4.75 ea.



WATER SOLUBLE RAIN CHECKS prevent bad weather from eating into your good profits. These tricky ticket stubs are cleverly printed on starched lint that becomes hopelessly undetectable by dissolving at the first touch of moisture. Keep a few thousand on hand for cloudy day use.

11408—"DRIP-AND-DISSOLVE" BRAND RAINCHECKS \$4.50 per 100



RENT AN OPERA SINGER to lend at least one note of class to your home games by singing the National Anthem. We have several available for as little as \$10 per game, plus bus fare. At that price, they aren't Robert Merrill or Beverly Sills. But how many of your fans would know a real opera star if they saw one anyway?

39091—BOOMING BARITONE ANTHEM SINGER \$22.50

39092—ANONYMOUS ALTO ANTHEM SINGER \$19.75

39093—SCREECHING SOPRANO ANTHEM SINGER \$10.00



WHO KNOWS WHAT HOCKEY GOALIES REALLY LOOK LIKE? Certainly not your stupid fans, who'll gladly shell out a dollar each for these glossy photos of our mail room boy dressed in a protective mask. Bundled photos come complete with a ball point pen for you to add an autograph of your choosing.

57623—PHOTO GOALIE HOCKEY PHOTOS \$14 per gross



SCIENTIFICALLY DAMAGED STADIUM SEATS can double your cushion rentals! We have hired a physician specializing in lower broken and tender bottoms to design broken seats that will have just the right slats removed or splintered to cause maximum misery. Install 25,000 and try them for a week. Money back if you're not satisfied.

91877—"TORTURE-TAIL" BRAND "STADIUM SEATS" \$39 ea.

91878—"COMFY CUSHIONS TO COVER 'TORTURE-TAIL' SEATS" \$3 ea.



PERPETUALLY GARBLED SCOREBOARD utilizes computer age technology to keep flashing meaningless numbers that eventually drive fans to buy your expensive programs. Scoreboard is easily converted to all major sports, including several that aren't even played in this country.

35572—"CRAZY, MIXED UP SCOREBOARD" \$29,999.99

35573—"SMILE WITH SHIRAZ AND FIREWORKS ATTACHMENT" \$34,999.99



DOUBLE YOUR STADIUM'S SEATING CAPACITY with easy-to-install, snap-on arm rests that instantly divide each seat into two! Ideal for events that normally draw an overflow of fans, or to help make the most of your existing seating. Also good for encouraging fan-to-fan interaction and then removing the partition for tolerable comfort.

55091—"HIP HUGGER"

BRAND SEAT DIVIDERS \$4.79 ea.



EXORBITANTLY PRICED PAY TOILETS enable you to show a profit on your "Free Beer Night Promotions." Let unsuspecting fans guzzle their fill before they discover that answering nature's call is more expensive than buying their beer. Shiny stools and nickel plated seats that seat up to 1000 fans solve your financial problems as fans relieve their bladder.

89413—"PAY-NOW-OR-GO-LATER"

BRAND TOILET DEVICE \$16.50



PHONY FAN CLUB KIT makes it appear that even the loudest player or obtained in your dumbest trade has a loyal following. Confuse enraged fans into thinking they must be wrong about his ability and/or your stupidity. Kit contains 500 personalized lapel pins, 100 pennants and 100 beanies.

44728—PHONY FAN

CLUB KIT \$269.50
(Glove Hats Or Snap Player
You Wish To Honor)



CONFUSING PARKING LOT SIGNS cause fans to become hopelessly lost in your lot. As a result, Parking Lot Attendants earn big tips (thereby letting you cut down on their salaries). Some lost fans even panic and abandon their cars, putting still more money in your pocket. Offer a complete parking lot sign system. Even one confused VW will pay for your investment.

22382—CONFUSING SIGN SET
(LL-5 THRU 1-A) \$657.00



PERSONALIZED STENCIL enables you to turn worthless junk into valuable team souvenirs. Delight in watching fans grab up trash you'd normally throw away, once it's all emblazoned with team name and emblem. Easy-to-use stencil lets you transform anything into a fan item. You can even give away the money you use to lost children into money making souvenirs.

21877—"TRASHY TREASURE"
PERSONALIZED STENCIL \$28.95
(See Extra For Long Team Name Like "WEST TENSE MAUTE" Or Long Nicknames Like "The 'FIGHTING' PTERODACTYLs.")



SLIGHT FACTORY IRREGULARITIES let you sell these souvenir tee shirts at an even more absurd profit than usual. Only minor misspellings prevent our beautifully imprinted shirts from being as good as your regular \$6.95 swindles. Specify your choice of St. Louis Cardinals, New York Yankees or Oakland Raiders.

11500—SELECTED REJECTED
TEE SHIRTS \$1.10 ea.



SCIENTIFICALLY SMUGGED TICKET PRINTING permits you to sell the same seats to big games more than once. Clever deception also makes 2's look like 2's and 3's resemble 3's to create fights each night for the misperceptions of the masses. Many team owners use these little baubles to draw 60,000 fans into their 20,000-seat stadiums.

46491—ILLOGICAL, ILLEGIBLE,
TICKETS ... \$23 per 1,000



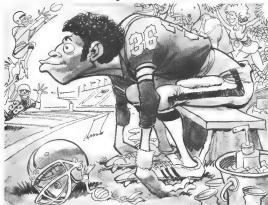
VERY SHORT BRIEFS AND VERY BRIEF HALTERS let you cash in on the fact that fans would rather pay to watch your overdeveloped cheerleaders than your overpaid athletes. Stock up on these virtually invisible costumes to join other overdeveloped cheerleaders. Fully replaced \$500,000-a-year quarterbacks with \$50-a-game pom-pom twirlers.

10092—1/2 PRICE COSTUMES FOR
HALF-DRESSED GIRLS \$12.75 ea.
(Specify Size: Extra Small Or Extra-Extra Small)

STUFF WE DON'T GET TO SEE ON THE TUBE

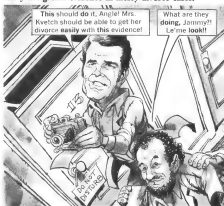


A football player sitting on the bench during a game who's so engrossed in the action that he doesn't smile and give us the "We're Number One!" sign when the TV camera focuses on him.



ARTIST: JACK DAVIS

A private eye who isn't involved in murder, smuggling, etc., but only does what private detectives really do: gather evidence in messy divorce cases.



WRITER: LOU SILVERSTONE

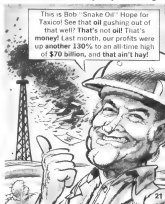
A talk show host who actually read the book by the author he is interviewing.



A diaper commercial that indicates babies do something else besides wet.



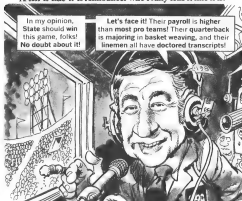
An oil company commercial that brags about how much money they're making.



A hooker who hasn't got a heart of gold.



A tell-it-like-it-is Announcer who really tells it like it is.



A National Geographic Special that shows topless white ladies.



A teenager whose face is covered with acne.



A perplexing problem that can't be solved in an hour.



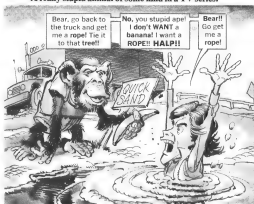
A Lady Cop who doesn't resemble "Miss Universe."



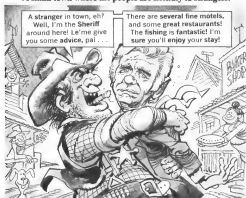
Two cops who are partners but don't like each other.



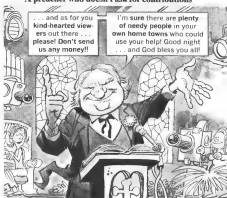
A really stupid animal of some kind in a TV series.



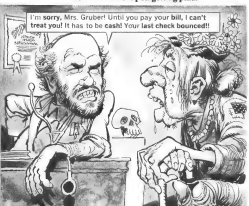
A small town where the people are friendly to strangers.



A preacher who doesn't ask for contributions



A doctor who insists upon getting paid.



A press conference where a politician answers a question directly.





How many retail stores and fast food restaurants have you been in where the establishments' "pledge" to its customers is proudly displayed on its walls? (Don't bother to answer, it's not that kind of question!) At Kentucky Fried Chicken, for example, their Creed starts off with the promise to "welcome you with a smile and greet you with a friendly Hello." We eat there often and from our experience it's evident that the only people who don't read the Creed are the employees. If a store wants to post a "pledge," we suggest it comes up with:

A PLEDGE THAT EMPLOYEES CAN REALLY LIVE UP TO

WRITER: DICK DE BARTOLO












There's a little of the
Colonel in all of us at
Kentucky Fried Chicken

- * We Promise to welcome you with a smile and greet you with a friendly "Hello."
- * We Promise to serve you hot chicken as fast as the Colonel would serve himself.
- * We Promise to offer you all the Colonel's.
- * We Promise to be fast, efficient and always courteous.
- * We Promise to thank you very kindly and always invite you back.

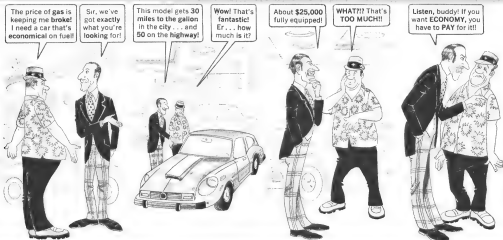
OUR PLEDGE TO YOU THE CUSTOMER

 You will be greeted with a grunt, a nod, or at least a "Yeah?"

 We will serve you promptly, providing we don't have anything nasty to say about the customer who has just been waited on.

-  We will get three or four of the six items you order correct.
-  We will pack your order with three times the bags necessary.
-  We will pack the hot foods directly on top of the cold drinks—so the hot foods will be cold, and the cold drinks will be warm.
-  When it comes to those little packets of salt, pepper, catsup, etc., we will give you none . . . unless you ask for them . . . in which case we will give you ten times the amount you can use.
-  We promise to put the napkins we give you on top of your drinks so when you get to your table, they'll be soaked and unusable.
-  We promise to put all the soft stuff on the bottom of your bag and all the hard, heavy stuff on the top, for obvious reasons.
-  We promise to ring up and charge you for every item you ordered, even if we forget to put some of them into your take-away bag.
-  We will smile and shrug when we give you the incorrect change.
-  We promise to supply crowded tables, hard chairs and intensely brights lights . . . so the “fastest” part of your experience will be your desire to eat quickly, and get the heck out of here.

ECONOMIZING



BERG's-EYE VIEW DEPT.

THE LIGHTE

OBEDIENCE



COMMUNICATION



These battery-powered earphone radios are a marvelous invention!

Right now, I'm listening to a call-in talk show! It's most interesting and informative!

Programs like this prove that the "Art of Conversation" is not really dead!

I'm so glad to know that!

There's no use trying to talk to me! I can't hear a word you're saying!



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

LOVE

I had the hots for a real sexy chick named Mary Lou! I tried to date her several times, but she always said, "NO!" But I persisted... and she finally gave in!

For our date, Mary Lou suggested that we go to this charming, romantic, out-of-the-way little restaurant!

You son of a gun! She wanted to be ALONE with you!

Well, sort of!

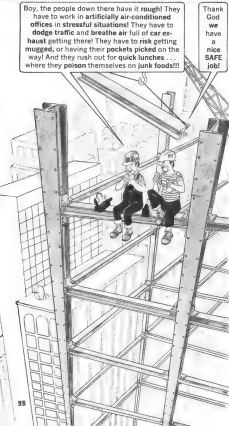
Actually, she didn't want to be SEEN with me!



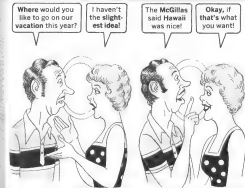
FINANCES



WORKING



VACATIONS



COOKING



ACTIVISTS



MARRIAGE



WORRIES

As a college student, I'm concerned about tribalism, drought and starvation in Africa! I'm concerned about growing Fascism in South America! I'm concerned about Middle-East terrorism!

I'm concerned about how many more countries the U.S.S.R. is going to gobble up! I'm concerned about the nuclear build-up! And I'm concerned about instability in Asia!

Geef! Your worries make mine seem so **INSIGNIFICANT**!

All I'm concerned about is where the heck I'm going to get the cash to pay for your next semester at college!



THE OFFICE



Grumplemeyer and Company! ... One moment, please!

Mr. Grumplemeyer ... it's Mr. Hackenbush!

He said he'd **HOLD** while I asked you if you're **IN**!



TEENAGERS

Daddy, can I have my very own phone?

Well ... I guess so!

Really?!? And can I have my very own phone number?

Well ... I guess so!

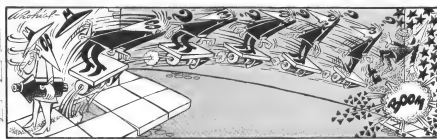
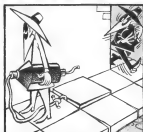
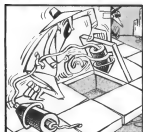
Oh, WOW!! This makes me feel so **GROWN UP**!

Listen, would you **REALLY** like to feel grown up ...?

I sure would!

Then we'll have them send you your very own **PHONE BILL**!!



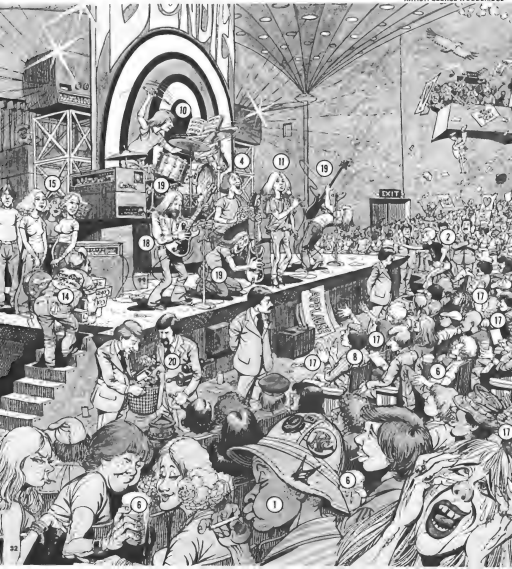


ERR APPARENT DEPT.

Recently, we asked one of our idiot artists to do a drawing of a Rock Concert. Unfortunately, he didn't do a very good

HOW MANY MISTAKES CAN

ARTIST: GEORGE WOODERIDGE



YOU FIND IN THIS PICTURE?

1. The audience is smoking cigarettes with tobacco in them.
2. The fan running up to the stage is not being beaten up by the Security Guards.
3. The man with the plaid suit, black shoes and white socks is not an undercover narcotics agent.
4. The musicians are playing their final number, and they're not destroying a single instrument on stage.
5. The man is eating his French fries, rather than throwing them.
6. The beer isn't flat.
7. The tough dudes are relinquishing seats that don't belong to them.
8. The person in the first row got his ticket legally, without paying triple to a scalper.
9. The usher understands the seating arrangement of the concert hall.
10. The drummer is reading the sheet music.
11. The lead singer's hair has been washed and combed.
12. There are no misspellings on the banner.
13. The girls are dancing in the aisle so they won't obstruct the view of the people behind them.
14. This is the "Coke" that the band ordered for after the show.
15. The roadies are not wearing T-shirts with beer advertisements on them.
16. The guy is leaving the concert early because he has to get up for school the next morning.
17. The promoters have generously provided free programs to each of the \$15-per-ticket customers.
18. The guitarist tuned his guitar before appearing on stage.
19. The band is playing overtime because the concert started late.
20. The guards are actually throwing away the liquor they confiscated.

If you could read people's minds, you'd probably be surprised to find out that what you think other folks are thinking is really not what they're thinking at all. Which is exactly what this article is all about ...namely, samples of...

THOUGH

FOR ASSORTED REA

IN A HOSPITAL OPERATING ROOM



ARTIST: HARRY NORTH

IN A COURTROOM



IT PATTERNS L-LIFE EVERY-DAY SITUATIONS

IN AN ADVERTISING AGENCY

Although we've lost our biggest account, there's no cause for alarm! This Agency will always provide for its employees, because I believe that faithful service should be rewarded, in bad times as well as good....!

CLASSIFIED

POSITIONS WANTED

ART DIRECTOR

15 years experience in the agency, creative, energetic, etc. Doing that, anything that might happen to be avoided. Will not rule out anything. For 22-24 hours a week. For 22-24 hours a week. For 22-24 hours a week.

POTRZEBIE NATIONAL BANK

Sir:

Your request for a second mortgage on your house has been received. Our mortgage officer is presently reviewing your financial statement and, if satisfactory, will

GONIFF & SCHEISTER Attorneys-At-Law

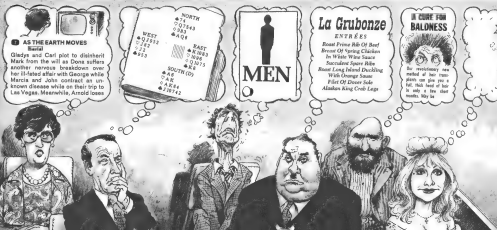
Dear Sir:

We have been instructed by our client to remind you that you are presently six months behind in your all-money payments, and we will soon be compelled to take legal action, including a

PETITION FOR PERSONAL BANKRUPTCY



WRITER: FRANK JACOBS



AS THE EARTH MOVES

Glady and Carl plot to disinherit Mark from the will as Dave suffers another nervous breakdown over her ill-fated affair with George while Marcia and John contract an unknown disease while on their trip to Las Vegas. Meanwhile, Arnold loses

NORTH
74
07543
0 283
AQQ
WEST
0 2532
0 22
0 22
953
EAST
K2993
0 694
0 1075
SOUTH (0)
A6
CAR
A684
210742

MEN

La Grubonze

ENTRÉES

Roast Prime Rib Of Beef
Braised Of Spring Chicken
In White Wine Sauce
Succulent Spare Ribs
Roast Lung, Island Duckling
With Orange Sauce
Filet Of Dover Sole
Alaskan King Crab Legs

IT CURE FOR BALDNESS

Our revolutionary new method of hair transplants can give you a full, thick head of hair in only a few short months. Why be

IN BUSINESS

Congratulations, partner!
The firm of Beazley, Snurd
& Company has had another
profitable year! And the
future looks even brighter!
What a team we are, Snurd!
What a successful team ...!

**SNURD &
COMPANY**



IN A SUBURBAN NEIGHBORHOOD

Hi! I'm Donna, and
I just moved in next
door! I think it's
great when neighbors
are real friendly ...
and get to know each
other really well!

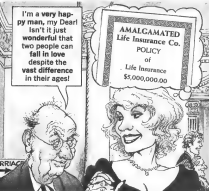
**THIS DESIRABLE
PROPERTY FOR SALE**



IN ROMANCE

I'm a very happy
man, my Dear!
Isn't it just
wonderful that
two people can
fall in love
despite the
vast difference
in their ages!

**AMALGAMATED
Life Insurance Co.**
POLICY
of
Life Insurance
\$5,000,000.00



IN SPORTS

Baseball is a game of strategy!
For instance ... right now, the
Coach is trying to make up his
mind whether to pitch to the
batter who hits right-handed,
or intentionally walk him and
concentrate on the next batter
who swings left! Then, he'll
signal the Pitcher what to do!

| Team | W | L | Pct | GB | W | L | Pct | GB | W | L | Pct | GB |
|-----------|----|----|------|----|----|----|------|----|----|----|------|----|
| Red Sox | 10 | 5 | .667 | 0 | 10 | 5 | .667 | 0 | 10 | 5 | .667 | 0 |
| Yankees | 9 | 6 | .600 | 1 | 9 | 6 | .600 | 1 | 9 | 6 | .600 | 1 |
| Blue Jays | 8 | 7 | .538 | 2 | 8 | 7 | .538 | 2 | 8 | 7 | .538 | 2 |
| White Sox | 7 | 8 | .467 | 3 | 7 | 8 | .467 | 3 | 7 | 8 | .467 | 3 |
| Mariners | 6 | 9 | .400 | 4 | 6 | 9 | .400 | 4 | 6 | 9 | .400 | 4 |
| Angels | 5 | 10 | .333 | 5 | 5 | 10 | .333 | 5 | 5 | 10 | .333 | 5 |
| Pirates | 4 | 11 | .267 | 6 | 4 | 11 | .267 | 6 | 4 | 11 | .267 | 6 |
| Braves | 3 | 12 | .200 | 7 | 3 | 12 | .200 | 7 | 3 | 12 | .200 | 7 |
| Indians | 2 | 13 | .133 | 8 | 2 | 13 | .133 | 8 | 2 | 13 | .133 | 8 |
| Phillies | 1 | 14 | .067 | 9 | 1 | 14 | .067 | 9 | 1 | 14 | .067 | 9 |
| Mets | 0 | 15 | .000 | 10 | 0 | 15 | .000 | 10 | 0 | 15 | .000 | 10 |



IN CHURCH

... and may each
of us put aside
all matters of
selfish, worldly
considerations,
and look to the
Lord for purity
of the soul and
glorification of
the human spirit!
Let us pray ...

1981 PROFITS



**EVERY COAT REDUCES!
High-Fashion
FURS
at a Low,
Low Price!**

Don't miss this
opportunity to
own the most
exclusive mink
or sable coat!
NOW ON SALE!

**VALLEY ELEMENTARY SCHOOL
Report Card**

Jammy Smithers

| SUBJECT | EXCELLENT | GOOD | FAIR | FAIL |
|----------------|-----------|-------------------------------------|-------------------------------------|-------------------------------------|
| Arithmetic | | | <input checked="" type="checkbox"/> | |
| Reading | | | | <input checked="" type="checkbox"/> |
| Social Studies | | | | <input checked="" type="checkbox"/> |
| Science | | <input checked="" type="checkbox"/> | | |
| Department | | | | <input checked="" type="checkbox"/> |

**LIBRIUM
MEDICAL
LABORATORIES**

**RESULTS OF
PREGNANCY TEST**
Positive ☐ Negative ☒



THE JOKES ON U.S. DEPT.

A couple of issues back, we showed how those "Polish Jokes" you've been breaking up over (. . . the kind that show how stupid Poles are supposed to be!) can't even compare to those "American Jokes" they're telling in Poland (. . . the kind that show how stupid us Americans are!) Well, it seems that those "Polish Jokes" are still around here in America, so . . . in the interest of fair play . . . here are . . .

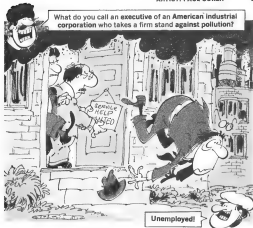


STILL MORE "AMERICAN JOKES" THEY'RE TELLING IN POLAND

ARTIST: PAUL COKER

WRITER: FRANK JACOBS

What do you call an executive of an American industrial corporation who takes a firm stand against pollution?

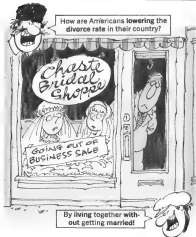


Why do American parents skip and save and sacrifice to send their kids off to college?



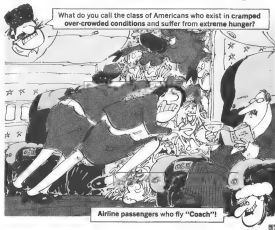
So they can have some peace and quiet in their lives for 4 years!

How are Americans lowering the divorce rate in their country?



By living together without getting married!

What do you call the class of Americans who exist in cramped over-crowded conditions and suffer from extreme hunger?



Airline passengers who fly "Coach"!

What do you call an American Congressman who is hard-working, dedicated and truly responsive to the needs of his constituents?

Over-qualified!

What do you call an American football linebacker who cripples an opposing quarterback for the entire season?

An "All-Pro"!

What is the only sure-fire method for an American to get himself totally out of debt?

Death!

Why do Americans gather in bars after work to moan about their marriages and complain about their jobs?


To take advantage of "The Happy Hour"!

Why do American commuters drive their cars into the city and get caught in traffic jams and suffer long delays?

For convenience!

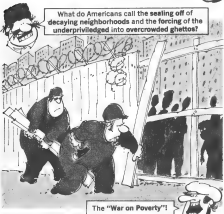
How can you get an American teenager to kick the drug habit?

Introduce him to drinking!



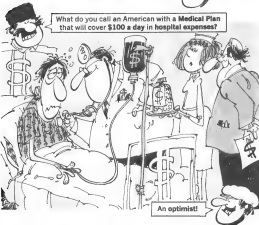
What do you call an American who puts in a full hard day's work, doesn't pad his expense account, and is scrupulously honest with his income taxes?

A fictional character!




What do Americans call the sealing off of decaying neighborhoods and the forcing of the underprivileged into overcrowded ghettos?

The "War on Poverty"!



What do you call an American with a Medical Plan that will cover \$100 a day in hospital expenses?

An optimist!




How do Americans refer to the misery of the Great Depression . . . and the slaughter of World War II?

The "Good Old Days"!



What do you call an American male who patronizes women and makes them look idiotic year after year?

A Fashion Designer!



Do you know what will happen if we Polish workers succeed in our struggle to achieve wages and a living standard equal to Americans?

Yeah . . . these jokes will be on US!

TOURIST DISTRACTIONS DEPT.

All along U.S. highways, there are roadside plaques and historical markers that provide information to tourists about local phenomenon. Most motorists

ROADSIDE

RATTLER HILL

THIS HILL GETS ITS NAME FROM THE LARGE NUMBER OF RATTLESNAKES THAT ARE FOUND HERE. SINCE 1930, AN AVERAGE OF 92 PEOPLE A YEAR HAVE BEEN FATALY BITTEN...

SAN DURANGO FAULT

YOU ARE STANDING AT THE MOST SEVERE STRESS POINT OF THE SAN DURANGO FAULT, SITE OF NUMEROUS EARTHQUAKES. OCCURRING WITH NO WARNING, QUAKEs HERE OPEN UP HUGE CREVICES, WHICH SWALLOW...

PAWADAKA RIVER

THE WATERS OF THE PAWADAKA, JUST BEYOND THIS MARKER, HAVE BEEN KNOWN TO RISE IN A MATTER OF SECONDS AND FLOOD THE IMMEDIATE AREA, WASHING AWAY HOUSES, TREES, LIVESTOCK, AUTOMOBILES AND...

WEMBLEY'S GRAVE

IN 1872, OTTO WEMBLEY WAS HUNG AT THIS SITE BY VIGILANTES. JUST BEFORE HE DIED, HE VOWED THAT ANYONE BETTING FOOT NEAR HIS GRAVE WOULD BE CURSED AND SUFFER THE TORMENTS OF HORRIBLE...

...THAT WE NEED AROUND TO F

ARTIST: JACK RICKARD WRITER: FRANK JACOBS



BARNETT'S CURVE

NAMED FOR HORACE BARNETT, THE FIRST MOTORIST TO CRASH HERE, BARNETT'S CURVE HAS BEEN THE SITE OF MORE THAN 500 AUTO ACCIDENTS, WITH TERRIFIED DRIVERS SKIDDING OUT OF CONTROL AND RAMMING...

stop and read these plaques from beginning to end in the hope they'll learn something. Our experience, however, was different when we came across these



PLAQUES

VER WAITED INISH READING

IDEA BY: W. G. WILL



WHITE GRASS PARK

THE REMARKABLE WHITE COLOR OF THE GRASS HERE IS DUE TO THE THOUSANDS OF BIRDS ROOSTING IN THE TREES OVERHEAD. DAY AND NIGHT, THEIR DROPPINGS...

GUSTY POINT

THIS LEDGE LOOKS DOWN ON GUSTY CANYON, SO NAMED BECAUSE OF THE POWERFUL UPDRAFT, WHICH HAS BEEN KNOWN TO SUCK UP ANY OBJECT OR PERSON UNLUCKY ENOUGH TO...

TEETERING ROCK

ALTHOUGH THIS 400-TON BOULDER IS CONSIDERED A WONDER OF NATURE, SCIENTISTS BELIEVE IT WILL SOON TOPPLE, AS THE SLIGHTEST SOUND OR VIBRATION WOULD BE ENOUGH TO...

GIANT FOOTPRINT

AT THIS SITE IN 1958 WAS DISCOVERED THE FIRST MAMMOTH FOOTPRINT OF THE DETESTABLE SLEETMAN. THE DISCOVERY MAY HELP EXPLAIN THE 27 UNSOLVED STRANGLINGS THAT HAVE OCCURRED HERE, BAFFLING AUTHORITIES...

PLOTKIN'S PEAK

THIS MARKER AT THE FOOT OF PLOTKIN'S PEAK IS THE 11TH PLACED HERE SINCE 1975. THE PREVIOUS ONES WERE ALL BURIED BY AVALANCHES, SWEEPING DOWN SUDDENLY FROM THE MOUNTAIN...

KNIGHT OF THE LIVING DEAD DEPT.

Some night, when there's no football, basketball, hockey, baseball, soccer, quilts or hide-'n'-go seek on TV, you might be desperate enough to watch a new SitCom starring Ted Knight. You remember him, and how wonderful he was when he played the pompous newscaster, Ted Baxter, on the "Mary Tyler Moore Show"? Well, keep on remembering... and the fond memories might give you the strength to get through an entire episode of this idiotic catastrophe...

TOO GRO



ARTIST: ANGELO TORRES

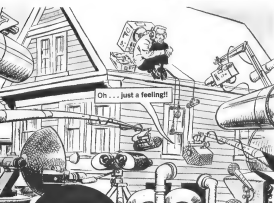
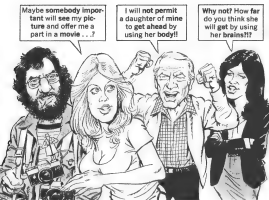


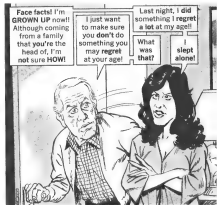
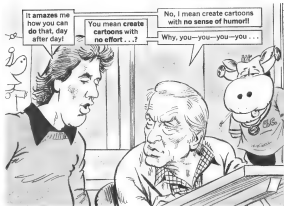
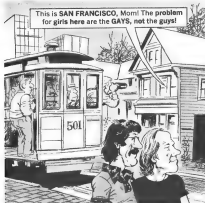
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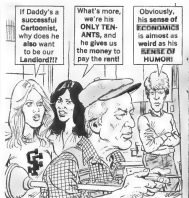
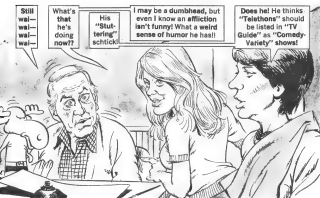
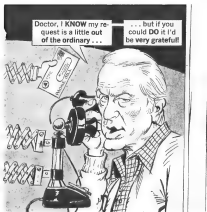


WRITER: STAN HART











ZODIACS MURDER DEPT.

YOUR MAD HOROSCOPE

TODAY'S
BIRTHDAY:
HAPPY
BIRTHDAY

AIRES

March 21—April 19

Your moon is now in the House of Pancakes and is expected to remain there for some time—what with two waitresses calling in sick and a third vacationing in Aruba. The A.M. is a very good time to take advantage of fools. However, seek the advice of an expert before attempting surgery on yourself or someone you love.

TAURUS

April 20—May 20

Due to a slight imbalance in the tides, there is some confusion among the stars as to whether or not you really exist. This question will be quickly resolved just as soon as someone makes an attempt to pick up your laundry. Rash decisions could prove very harmful today, so exercise great caution when selecting a salve.

GEMINI TWINS

May 21—June 21

New movement in the stars suggest that you are not twins at all but rather clones! This may be why your mother's face is always razored out of the family portrait. The evening is an excellent time for you to get together with persons whose ideas are similar to your own unless, of course, you are a real moron.

MOON CHILDREN

June 22—July 22

Make detailed plans for social activities you may wish to engage in later in the day. Then, later in the day, make detailed plans for social activities you may wish to engage in tomorrow. Repeat this routine faithfully throughout the remainder of the calendar year and you can easily avoid any kind of real work.

LIBRA

September 23—October 23

The main star influencing your fate has moved—leaving behind a flock of unpaid utility bills, and no forwarding galaxy. Until such time as we at Horoscope Central can locate the missing star, you're on your own. Best of luck with what you can only be described as a very bleak and altogether loathsome situation.

CAPRICORN

December 22—January 19

Your cusp has broken into the House of Leo while Leo was on a gas line, and has made off with a portable T.V., an electric can opener and a still-undetermined amount of cash. It would be improper for you to contact the proper authorities and vice versa. Avoid legal clinics, firing squads and well-lit alleyways.

LEO

July 23—August 22

What was believed to have been the main star guiding your life now appears to be nothing more than an enormous chunk of Skylab still floating around the atmosphere. This means that any advice you've ever read in this or any other horoscope has been way off base. We sincerely apologize for any inconveniences suffered.

SCORPIO

October 24—November 21

You can make many of your loved ones much brighter today by giving them a quick coat of semi-gloss, outdoor paint. Putting up the holes, however, would be ill-advised. A lifelong loyalty has not been misplaced—it has been stolen—along with all of your traveler's checks. Remain healthy, but take your sick days.

AQUARIUS

January 20—February 18

A long and trusted friend may be in a bit of a testy mood today, so make allowances for a punch in the mouth, a bowl of exceptionally well-seasoned chile in your lap, or just some scathing verbal abuse. No new problems will develop during this month. Your old problems are more than sufficient to finish you off.

VIRGO

August 23—September 22

Some foreign intrigue. A short man in France is now plotting to overthrow your mother and move in with your father. Making matters worse, the short man is a bureaucrat. Meanwhile, your impatience with the legal process continues to wear thin. Your new plan to set fire to the judge's robes, however, remains unsound.

SAGITTARIUS

November 22—December 21

A disturbing day. The moon cries out to you: "Haste makes waste!" while the Big Dipper cries out: "If you listen to the moon, you are crazy! He who hesitates is lost!" This is terribly confusing, while at the same time terribly boring—not unlike Presidential election debates. Your best bet is to hoard raw meats.

PISCES

February 19—March 20

You are the last of the Zodiac signs and this is certainly not by accident. You have relatively few, if any, friends; you are widely distrusted; and your bad taste in clothes appeals only to people's prurient interest while lacking any socially redeeming values. Start drinking heavily.

WRITER: JOHN FICARRA

**WHAT CONVENIENT
PLACE HAS THE
CHEMICAL
INDUSTRY
FOUND
TO DUMP ITS
TOXIC PRODUCTS?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

The Chemical Industry has always had to wrestle with the problem of where to dump its poisons. Today, almost every chemical company uses one convenient place to dump toxic products. To find out what that place is, fold in the page as shown at the right.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



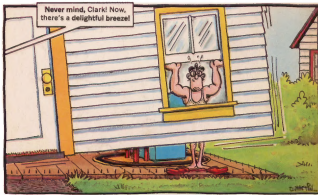
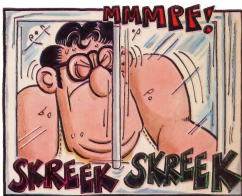
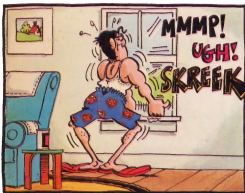
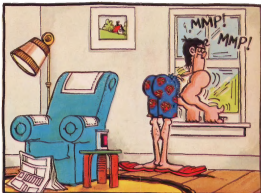
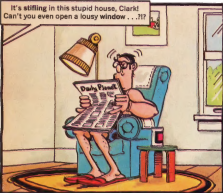
IN MODERN LIFE, CHEMICAL TECHNOLOGY PLAYS AN OUTSTANDING ROLE. BUT EVERY INDUSTRIAL PRODUCER BELIEVES THAT THE CHARGES AGAINST HIM ARE JUST LIES INVENTED BY KOOKY ENVIRONMENTALISTS.

ARTIST & WRITER:
AL JAFFEE

A▶

◀B

ONE DAY IN METROPOLIS



WHAT CONVENIENT
PLACE HAS THE
CHEMICAL
INDUSTRY
FOUND
TO DUMP ITS
TOXIC PRODUCTS?



FOLD PAGE OVER LIKE THIS!

A < B FOLD BACK SO "A" MEETS "B"



IN
OUR
BELLIES

ARTIST & WRITER:
AL JAFFEE

A < B